

To: Doroski, Brenda[Doroski.Brenda@epa.gov]
From: Orquina, Jessica
Sent: Wed 8/12/2015 6:47:55 PM
Subject: RE: Social Media Materials for New School IAQ Mobile App

Thanks!

Jess

Jessica Ann Orquina

EPA Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

From: Doroski, Brenda
Sent: Wednesday, August 12, 2015 2:21 PM
To: Orquina, Jessica; Dennis, Allison; Ortiz, Julia
Cc: Lemon, Jennifer; Sutton, Amanda
Subject: RE: Social Media Materials for New School IAQ Mobile App

Hi Jess,

Thanks for your quick response. I completely understand and hope the mine spill is under control soon.

Please just let us know when you resume normal posting and our messages go out. Thanks, and hang in there!

Brenda Doroski

Director, Center for Asthma and Schools

Indoor Environments Division

U.S. Environmental Protection Agency

Phone: 202-343-9764

From: Orquina, Jessica

Sent: Wednesday, August 12, 2015 1:38 PM

To: Dennis, Allison; Doroski, Brenda; Ortiz, Julia

Cc: Lemon, Jennifer; Sutton, Amanda

Subject: RE: Social Media Materials for New School IAQ Mobile App

Hi Allison & Brenda,

Due to the Gold King Mine spill we will only be posting messages about our response to that incident through the end of this week. Monday we will re-evaluate our communications plans.

Julia will start working on these posts and getting them reviewed and approved. Once we resume normal posting, we will start posting information on this announcement. At this time, I can't tell you when that will be.

Please feel free to call me if you have any questions.

Thanks! Jess

Jessica Ann Orquina

EPA Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

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From: Dennis, Allison

Sent: Wednesday, August 12, 2015 1:30 PM

To: Doroski, Brenda; Orquina, Jessica; Ortiz, Julia

Cc: Lemon, Jennifer; Sutton, Amanda

Subject: RE: Social Media Materials for New School IAQ Mobile App

+ Amanda

From: Doroski, Brenda

Sent: Wednesday, August 12, 2015 1:27 PM

To: Orquina, Jessica; Ortiz, Julia

Cc: Dennis, Allison; Lemon, Jennifer

Subject: FW: Social Media Materials for New School IAQ Mobile App

Hi Jess and Julia,

It looks like Allison's email may not have reached you yesterday (I don't see your names in distribution fields). The Indoor Environments Division has just launched a new and exciting mobile app for schools to conduct indoor air quality assessments of their buildings. The press release went out earlier today.

We have developed a robust set of Facebook and Twitter messages to promote this new tool which we're hoping you will post during the following special theme weeks and months:

1. August 12 – 14 – in conjunction with the press release
2. August 17 – 21 – “Back to School Week”
3. October – “Children’s Health Month”
4. January – “National Radon Action Month”
5. May – “Asthma Awareness Month”

We also have a web banner, graphic and widget that could be posted on EPA’s front page. Would you have a few minutes this afternoon or tomorrow morning to discuss a social media plan for this new mobile app? Thanks!

Brenda Doroski

Director, Center for Asthma and Schools

Indoor Environments Division

U.S. Environmental Protection Agency

Phone: 202-343-9764

From: Dennis, Allison

Sent: Tuesday, August 11, 2015 3:06 PM

To: Lemon, Jennifer; Daguiard, Robert; Allen, Laura; Doroski, Brenda

Cc: Colaizzi, Jennifer C.; Sutton, Amanda; Fraser, Scott

Subject: RE: IAQ app PR- with Janet's edits -- IED final edits

+ adding Jess and Julia

Jess and Julia- attached are our draft social media for tomorrow’s release (also attached). You

have lots to choose from and these all don't need to go out at once.

+ Scott

An item for your consideration to HIGHLIGHT in this week's Highlights!

From: Lemon, Jennifer
Sent: Tuesday, August 11, 2015 3:02 PM
To: Dennis, Allison; Daguiard, Robert; Allen, Laura; Doroski, Brenda
Cc: Colaizzi, Jennifer C.; Sutton, Amanda
Subject: RE: IAQ app PR- with Janet's edits -- IED final edits

Allison,

10am is great. Attached are Twitter and Facebook posts that have been vetted in our office. Who should I work with to get some of these up? Is it still Jess Orquina?

Also, not a deal breaker, based on Laura's most recent edits, we do typically say "academic performance" when it comes to stating positive outcomes for students and staff. We have studies that back this up, if this were to be added back in.

Thanks everyone. It sure does take a village.

~Jen

From: Dennis, Allison
Sent: Tuesday, August 11, 2015 2:49 PM
To: Daguiard, Robert; Allen, Laura; Doroski, Brenda
Cc: Colaizzi, Jennifer C.; Sutton, Amanda; Lemon, Jennifer
Subject: RE: IAQ app PR- with Janet's edits -- IED final edits

How does 10 am work for everyone?

Robert- can you include me and Amanda, Brenda and Jennifer on your 60 minute warning email?

ORIA- Let us know if you have any concerns with these final edits. Also, are we on tap for issuing social media for this announcement too?

From: Daguillard, Robert
Sent: Tuesday, August 11, 2015 2:32 PM
To: Allen, Laura; Dennis, Allison; Doroski, Brenda
Cc: Colaizzi, Jennifer C.; Sutton, Amanda; Lemon, Jennifer
Subject: RE: IAQ app PR- with Janet's edits -- IED final edits

I will indeed. What time?

From: Allen, Laura
Sent: Tuesday, August 11, 2015 2:31 PM
To: Dennis, Allison; Doroski, Brenda
Cc: Colaizzi, Jennifer C.; Sutton, Amanda; Daguillard, Robert; Lemon, Jennifer
Subject: RE: IAQ app PR- with Janet's edits -- IED final edits

A few additional edits here; see attached. All set on my end.

I believe Robert is going to get this out tomorrow morning.

Thanks!

Laura Allen

Deputy Press Secretary
Office of the Administrator
U.S. Environmental Protection Agency

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Please consider the environment before printing this email.

From: Dennis, Allison
Sent: Tuesday, August 11, 2015 2:15 PM
To: Doroski, Brenda
Cc: Colaizzi, Jennifer C.; Sutton, Amanda; Daguiard, Robert; Allen, Laura; Lemon, Jennifer
Subject: RE: IAQ app PR- with Janet's edits -- IED final edits

These are fantastic edits. Thanks for sharing.

Laura- we are ready for your review! /Allison

From: Doroski, Brenda
Sent: Tuesday, August 11, 2015 12:56 PM
To: Dennis, Allison
Cc: Colaizzi, Jennifer C.; Sutton, Amanda; Daguiard, Robert; Allen, Laura; Lemon, Jennifer
Subject: RE: IAQ app PR- with Janet's edits -- IED final edits
Importance: High

Hi Allison and all,

Dave Rowson is just back from vacation today and had a chance to review the press release. There are two small but important edits he would like to make, as well as a few minor optional edits he would like you to consider (see attached in track changes). Please let me know if you'd like to discuss any of these edits.

Also, I understand you asked Jennifer Lemon if we have a preference for when this goes out tomorrow. Morning would be great.

Thanks for everyone's time and effort on this press release. We're excited about letting folks know about this new resource for schools!

Brenda Doroski

Director, Center for Asthma and Schools

Indoor Environments Division

U.S. Environmental Protection Agency

Phone: 202-343-9764

From: Dennis, Allison
Sent: Tuesday, August 11, 2015 9:40:55 AM (UTC-05:00) Eastern Time (US & Canada)
To: Colaizzi, Jennifer C.
Cc: Allen, Laura; Sutton, Amanda; Lemon, Jennifer; Daguiard, Robert
Subject: RE: IAQ app PR- with Janet's edits

Adding Robert.

Robert- we would like to post this tomorrow (Wednesday)

From: Colaizzi, Jennifer C.
Sent: Tuesday, August 11, 2015 9:40 AM
To: Dennis, Allison
Cc: Allen, Laura; Sutton, Amanda; Lemon, Jennifer

Subject: Re: IAQ app PR- with Janet's edits

+Robert

Since I am in the EOC and he will probably be posting this.

Sent from my iPhone

On Aug 11, 2015, at 9:37 AM, "Dennis, Allison" <Dennis.Allison@epa.gov> wrote:

Morning!

As a reminder, Amanda is out today. Keep her cc'ed her on emails though since she'll be back in tomorrow.

Attached is the updated school IAQ app press reflect that reflects Janet's minor edits to her quote (see attached in track changes)

Laura- I believe this release is now moved to your desk for final review and approval!

/Allison

<School IAQ Mobile App_Press Release_Janet edits.docx>